

*Before the first Brunswick Tire was ever built, we analyzed and tested over 200 tires.*

*Since 1845 the name of Brunswick has stood for superlative values and fair-dealing.*



# Tires Differ As Policies Differ

## Some Remarkable Facts About Brunswicks

**T**HERE is nothing to prevent any maker from producing a super-tire. All formulas, all methods are well known in the industry. A perfect tire is simply a question of care and skill and cost. These facts can be verified by testing 200 types of high-grade tires and analyzing their materials and construction—as the Brunswick laboratories have done.

In a super-tire, such as The Brunswick, there can be nothing exclusive. Because such a tire must be a composite of all that is best. No one feature must overshadow others.

In Brunswick Tires, for instance, we have included that familiar formula, long in use, which makes the best tire tread that's known.

And there's a certain type of fabric which, by test, is stronger than all others. Naturally it is in The Brunswick.

To attain the utmost in tire mileage there are certain reinforcements—certain extras. We have adopted all.

To combat the commonest tire troubles, we have adopted the approved side-wall construction, long tested.

In other words, The Brunswick brings you a combination of superlatives, such as were never possible before.

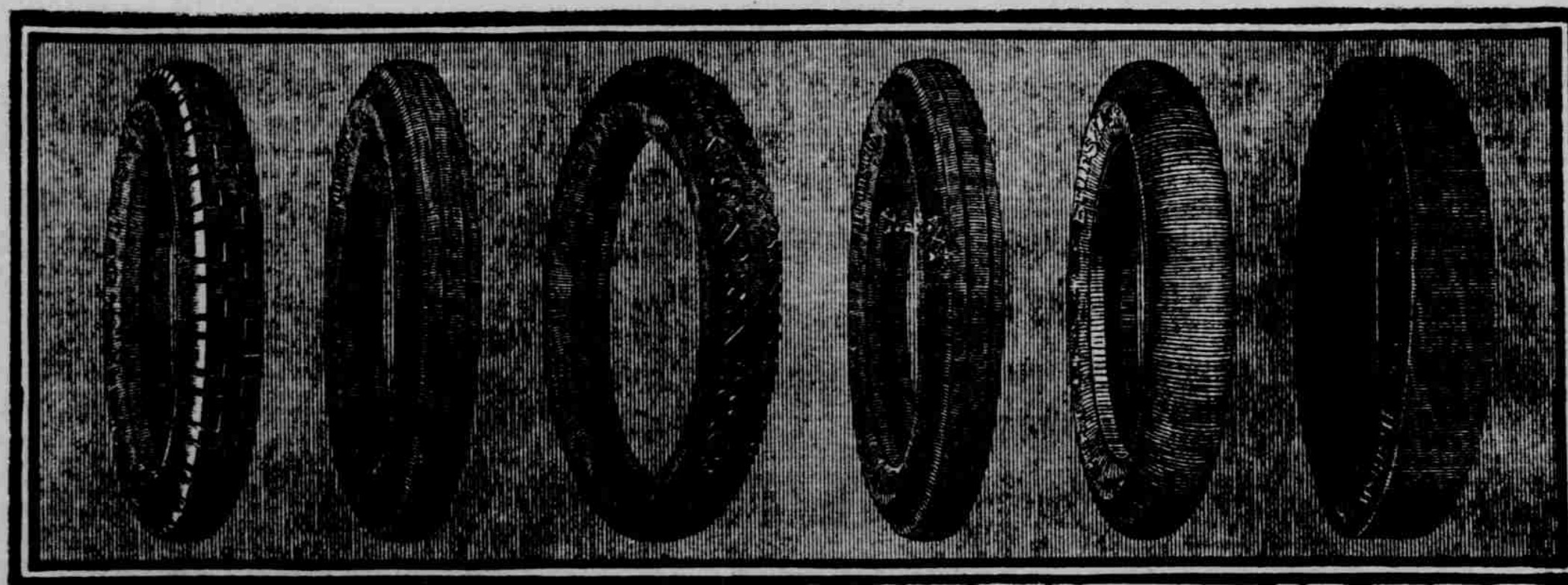
In attaining a tire worthy of the name of Brunswick we were convinced that it depended chiefly on policies and standards, on prejudices and knowledge. Brunswick Standards are known the world around. For 74 years the House of Brunswick has made only products of the highest grade.

Every Brunswick product has attained and held supremacy. The name always insures superlative values. To build a mediocre tire would be unthinkable for such a concern, jealous of its long-standing reputation.

# Brunswick

## TIRES AND TUBES

*Sold On An Unlimited Mileage Guarantee Basis*



Cord Tires with "Driving" and "Swastika" Skid-Not Treads—Fabric Tires in "Plain," "Ribbed" and "BBC," Skid-Not Treads  
Solid Truck Tires in all sizes authorized by the Society of Automotive Engineers

The Brunswick idea is to give all that is possible, all that anyone can give—all that any factory cost can buy.

The result is a tire that is winning friends the nation over. In The Brunswick motorists expect the utmost—and get it. Never has a tire had greater appeal to the man who appreciates real merit.

Try one Brunswick. See if you agree with others that here is more for your money. One Brunswick, we are certain, will convince you that you'll never be satisfied until you have all Brunswicks.

The Brunswick-Balke-Collender Co., Los Angeles Headquarters: 845 So. Los Angeles St.

# WORDEN BROS.

27 South Third Avenue, Phoenix